

**REMARKS**

Applicants respectfully request favorable reconsideration and allowance of the present application in view of the foregoing amendments and the following remarks.

Claims 1-20 and 23-26 are pending and under consideration. Claims 1, 7, 11, 12, 16, 20, and 23-26 are the independent claims.

By the present Preliminary Amendment, claims 1-3, 5, 7-9, 11-18, 20, and 23-26 have been amended. No new matter has been added.

In the Final Office Action mailed January 8, 2004, claims 1, 2, 7, 8, 11-13, 16, 17, 20, and 23-26 were rejected under 35 U.S.C. § 102 as being anticipated by International Patent Application WO 98/21713 (Leville et al.). Claims 3-6, 9, 10, 14, 15, 18, and 19 were rejected under 35 U.S.C. § 103 as being unpatentable over Leville et al. in view of U.S. Patent No. 5,137,379 (Ukai et al.). All rejections are respectfully traversed.

Independent claim 1 recites, inter alia, a first calculating section calculating a number of font sets belonging to a range to which a read at least one unit is applied and a second calculating section calculating a purchase price by using the read at least one unit and the number of font sets calculated.

Independent claim 7 recites, inter alia, a receiving section receiving a price of an element to be purchased, which is calculated by using at least one unit of an element determined on the basis of a number of font sets to be purchased and a range to which the unit is applied;

Independent claim 11 recites, inter alia, a first calculating section calculating a number of font sets belonging to a range to which a read at least one unit is applied and a second calculating section calculating the purchase price by using the read at least one unit and the number of calculated element(s).

Independent claim 12 recites, inter alia, calculating a number of font sets belonging to a range to which an at least one read unit is applied and calculating a purchase price by using the read at least one unit and the number of font sets calculated.

Independent claim 16 recites, inter alia, receiving a price of an element to be purchased, which is calculated by using at least one unit of an element determined on the basis of a number of font sets to be purchased and a range to which the unit is applied.

Independent claim 20 recites, inter alia, a calculating section calculating a purchase price of goods to be purchased ... wherein the calculating section calculates the purchase price of the goods to be purchased on the basis of a quantity of goods in a purchase record and a quantity of the goods to be purchased ...the goods being a variety of font sets which are different from each other.

Independent claim 23 recites, inter alia, a transmitting section transmitting information of goods to be purchased which is designated by a purchaser to a seller, the goods being a variety of font sets which are different from each other.

Independent claim 24 recites, inter alia, a transmitting section transmitting information of goods to be purchased which is designated by a purchaser to the server, the goods being a variety of font sets which are different from each other;

Independent claims 25 and 26 recite, inter alia, identifying a purchaser of goods, the goods being a variety of font sets which are different from each other.

However, Applicant respectfully submits that neither Leville et al. nor Ukai et al., either alone or in combination (assuming arguendo that these documents may properly be combined) teaches or suggests at least the aforementioned features of independent claims 1, 7, 11, 12, 16, 20, and 23-26.

Leville et al. relates to a merchandising system and discusses a system for tracking consumer buying behavior through information at points of sale using customer specific profiles. However, Leville et al. is silent as to any of the features of independent claims 1, 7, 11, 12, 16, 20, and 23-26.

Accordingly, favorable reconsideration and withdrawal of the rejection under 35 U.S.C. § 102 are respectfully requested.

Regarding the rejection of claims 3-6, 9, 10, 14, 15, 18, and 19 under 35 U.S.C. § 103, Ukai et al. relates to a printer including a cartridge mounted read only memory and discusses memory devices for storing font sets. Applicant respectfully submits that Ukai et al. adds nothing that remedies the aforementioned deficiency in the teachings of Leville et al.

Accordingly, favorable reconsideration and withdrawal of the rejection under 35 U.S.C. § 103 are respectfully requested.

In view of the foregoing, Applicants respectfully submit that the independent claims

patentably define the present invention over the citations of record. Further, the dependent claims should also be allowable for the same reasons as their respective base claims and further due to the additional features that they recite. Separate and individual consideration of the dependent claims is respectfully requested.

Applicants believe that the present Amendment is responsive to each of the points raised by the Examiner in the Official Action. However, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to such matters.


There being no further outstanding objections or rejections, it is submitted that the present application is in condition for allowance. An early action to that effect is courteously solicited.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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